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CENTRAL INTELLIGENCE AGENCY

EXECUTIVE MEMORANDUM

OFFICE OF THE DIRECTOR

| | EXECUT | IVE MEMORANDUM No. 36 |
|--|--------|-----------------------|
| | DATE | 20 August 1962 |
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| DEPUTY DIRECTOR (PLANS) DEPUTY DIRECTOR (INTELLIGENCE) DEPUTY DIRECTOR (RESEARCH) DEPUTY DIRECTOR (SUPPORT) COMMINGUERS HNSPECTOR GENERAL GENERAL-GOUINSEL ASSISTANT DIRECTOR | of Ce | entral Intelligence |
| FOR NATIONAL ESTIMATES | | |
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TS 173272 Series A Copy No.

State Dept. review completed

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UNITED STATES INFORMATION AGENCY washington

DIRECTOR

August 13, 1962

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MEMORANDUM FOR:

The Honorable
John A. McCone
Central Intelligence Agency

I thought you might be interested in the two June surveys attached.

It is obvious that the recent double orbit by the Soviet Union cosmonauts will have an adverse effect on the U.S. standing reflected in these June studies.

Edward R. Murrow

Attachments: (CONFIDENTIAL)

"U.S. vs. USSR Space Standing in Western Europe^{tt}
"Military Strength of Communist vs. anti-Communist Powers^{tt}

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(19)# 173272 Series A

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The improvement over the past year in judgments about present (June) U.S. versus Soviet space standing is reflected also in anticipations of 10 years hence. These are appreciably more sanguine than a year ago, and in both West Germany and Great Britain add up to a predominant feeling that over the next decade the U.S. will take the lead.

1961 question: "And which is likely to be ahead 10 years from now -- the U.S. or the USSR?"

1962 question: "And which is likely to be ahead 10 years from now--the anti-Communist or the Communist countries?"

| | Great B Jun/Jul '61 | | West Gar Jun/Jul 161 | June 162 | Fran Jun/Jul '61 | June 162 | Italy Jun/Jul 161 | |
|--|-------------------------------|------------------------------|-------------------------------|-------------------------------|------------------------|--------------------------------------|------------------------------|------------------------------|
| No. of cases | (1283) | (647) | (1145) | (620) | (1330) | (615) | (1200) | (0/2) |
| Anti-Com.countries (US) Communist " (USSR) Neither No opinion | 21% 38 11 30 100% | 33% 24 7 36 100% | 33% 24 14 29 100% | 37% 10 14 39 100% | 29 14 48 | 12% 17 14 <u>57</u> 100% | 20% 25 7 48 100% | 21% 24 6 49 100% |
| Net Favorable | -17 | 9 | ģ | 27 | -20 | -5 | -5 | - 3 |

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U.S. versus Soviet Space Standing in Western Europe - June, 1962

The latest series of USIA trend surveys in major West European countries add to prior indications that the U.S. is gaining on the USSR in general space standing, but make it equally evident that to catch up the U.S. still has some distance to go.

Trend measurements taken in June before the launching of Telstar suggest gains in all four countries over a year marked by the Shapard and the Glenn flights, but still a predominant inclination to judge the USSR ahead.

1961 question: "All things considered, which country do you think is ahead in space developments at the present time—the U.S. or the USSR?"

1962 question: "Considering the anti-Communist and the Communist countries each as a group, which side would you say is ahead in space developments at the present time?"

| No. of cases | Crest B Jun/Jul '61 (1283) | | West Ga Jun/Ju (61 (1145) | AND REAL PROPERTY AND ADDRESS OF THE PERSON. | Fram- Jun/Jul '61 (1330) | June '62 | Italy Jun/Jul '61 (1200) | |
|--|-------------------------------------|-------------------------------|------------------------------------|--|-----------------------------------|------------------------------|-----------------------------------|------------------------------|
| Anti-Com. countries (US Communist " (USSE Neither No opinion | 5) 7% 2) 78 6 9 100% | 20% 50 10 20 100% | 12% 67 9 12 100% | 26% 34 19 21 100% | 2% 30 8 10 100% | 8% 64 10 18 100% | 62 7 20 | 18% 48 9 25 100% |
| Net Favorable | -71 | -30 | -55 | -8 | -78 | -56 | -51 | -30 |

As indicated, the 1962 query was put less directly than in 1961, but it may be presumed that the more general phrasing still leaves the issue primarily one of U.S. versus USSR standing and hence does not materially affect the comparability of the measurements.

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Military Strength of the Communist vs. Anti-Communist Powers - June, 1962

West European judgments as to the total military strength of Communist versus anti-Communist countries have improved somewhat over the past year but still, on the average, have the Communist in the lead. These are the indications below from USIA's latest June trend study. Only in West Germany, of the four countries surveyed, does the opinion presently predominate that the anti-Communist countries are ahead in total military strength.

"Considering the anti-Communist and the Communist countries each as a group, which side would you say is ahead in total military strength?"

| No. of cases | Great Brital Jun/Jul Jun 161 1650) 164 | Jun/Jul June i 61 '62 | Jun/Jul Jul 11 | |
|---|--|-------------------------|----------------|---|
| Anti-Communist countries Communist countries Neither, about equal No opinion | $ \begin{array}{cccc} 15\% & 22 \\ 51 & 4 \\ 14 & 5 \\ \hline 20 & 24 \\ \hline 100\% & 100 \\ \end{array} $ | 33 21 25 15 17 25 | 22 3 | |
| Net Favorable | -36 -2 | 5 -8 18 | -13 -1 | , |

The future is seen as somewhat more favorable than the present among those willing to hazard a guess. But again only in West Germany does the feeling clearly prevail, among those with opinions, that anti-Communist countries are likely to be ahead of Communist powers in total military strength.

"And which /anti-Communist or Communist countries/is likely to be ahead in total military strength 10 years from now?"*

| | Great Britain | | West Germany | | France | | Italy | UT. |
|--------------------------|---------------|-----------|--------------|--------|---------|-----------------|--------|------------|
| | Jun/Jul | | Jun/Ju | l June | Jun/Jul | | Jun/Ju | <u>(</u> |
| | <u>'61</u> | 162 | '61 | 162 | 161 | 162 | 161 | 162 |
| No. of cases | (650) | (647) | (573) | (620) | (671) | (615) | (600) | (672) |
| Anti-Communist countries | 17% | 26% | 25% | 39% | 13% | 14% | 11% | 23% |
| Communist countries | 33 | 27 | 25 | 14 | 41 | 17 | 12 | 18 |
| Neither, about equal | 9 | 8 | 15 | 9 | 24 | 13 | 12 | 5 |
| No opinion | 41 | <u>39</u> | 35 | 38 | 22 | 56 | 65 | 5 4 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Net Favorable | -16 | -1 | 0 | 25 | -28 | - 3. | -1 | 5 |

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1961 question asked for 25-year projection which should not, however, appreciably affect comparability.

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U.S. versus Soviet military strength:

A specific comparison between U.S. and Soviet strength was not made in the present survey. But on the basis of 1961 standings, shown below, it is apparent that the U.S. would have to have improved a great deal to catch up with the Soviet Union. Arguing against any such degree of improvement is the current indication (reported in memorandum of August 8, 1962) that the U.S. is predominantly viewed as behind the USSR in military strength in nuclear weapons.

"All things considered, which country do you think is ahead in total military strength at the present time - the U.S. or Russia?"

| No. of cases | Great Britain June July 161 (650) | West Germany June/July '61 (573) | France June/July (61) (671) | Italy June/July '61 (600) |
|---------------|------------------------------------|------------------------------------|-----------------------------|------------------------------------|
| U.S. ahead | 15% | 26% | 12% | 22% |
| USSR ahead | 56 | 38 | 43 | 29 |
| Neither ahead | 8 | 17 | 20 | 11 |
| No opinion | 21 | 19 | 25 | 38 |
| | 100% | 100% | 100% | 100% |
| Net Favorable | -41 | -12 | -31 | -7 |

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